

Message Text

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ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-08 /031 W
-----036364 160646Z /23

R 160432Z FEB 78
FM AMEMBASSY TEHRAN
TO USDOC WASHDC
INFO SECSTATE WASHDC 6995
AMEMBASSY ABU DHABI
AMEMBASSY ATHENS
USINT BAGHDAD
AMCONSUL DHAHRAN
AMEMBASSY DOHA
AMEMBASSY DAMASCUS
AMEMBASSY JIDDA
AMCONSUL KARACHI
AMEMBASSY KUWAIT
AMEMBASSY KABUL
AMEMBASSY MANAMA
AMEMBASSY MUSCAT

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EO 11652: N/A
TAGS: BEXP, IR
SUBJ: CHEMICAL/PETROCHEMICAL EQUIPMENT EXHIBITION,
USTC, JANUARY 22-26, 1978

1. WITH DOLLARS 50,000 OFF THE FLOOR AND DOLLARS 11,862,000
PROJECTED NEXT 12 MONTHS, SUB-
JECT EXHIBITION ONCE AGAIN DEMONSTRATED THAT A
GOOD SELECTION OF PARTICIPANTS WITH THE RIGHT
PRODUCTS DO WELL IN THIS MARKET. ALL 23
PARTICIPANTS FULLY ACHIEVED THEIR OBJECTIVES AND
THE 17 PARTICIPANTS SEEKING REPRESENTATION EITHER
APPOINTED OR WERE SERIOUSLY NEGOTIATING WITH QUALIFIED
REPRESENTATIVES AT THE CLOSE OF SHOW. EIGHTEEN
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PARTICIPANTS WERE NEW TO MARKET.

2. COMPTON ADVERTISING IS STILL NOT UP TO SPEED
IN ITS MARKET PROMOTION ACTIVITIES AND THE OVERALL
CAMPAIGN SUFFERED TO SOME EXTENT BECAUSE OF THIS
SHORTCOMING. NEVERTHELESS, 8,000 FLYERS WERE
DISTRIBUTED AND AN EFFORT MADE, DESPITE TIMING

PROBLEMS, TO GET THESE INTO THE HANDS OF ADDRESSEE POSTS IN TIME FOR MEANINGFUL PROMOTION. BECAUSE OF LONG TRANSIT TIMES, THIS EFFORT WAS ONLY PARTIALLY SUCCESSFUL.

3. EXPANDED KEY PROSPECT ACTIVITIES INCLUDED A HIGHLY SUCCESSFUL LUNCHEON AT PAHLAVI UNIVERSITY, SHIRAZ, CO-HOSTED BY CHAIRMAN OF CHEMICAL ENGINEERING DEPARTMENT AND TRADE CENTER. THIS INITIAL TC FORAY INTO AREA INCLUDING MANY PETRO-CHEMICAL PRODUCTION FACILITIES WAS SUPPLEMENTED BY PERSONAL CALLS MADE BY EMBASSY PETROLEUM ATTACHE.

4. IN CONTINUING EFFORT TO EVALUATE EXHIBITOR REACTION TO PRE-SHOW BRIEFING, A QUESTIONNAIRE WAS DISTRIBUTED TO ALL ATTENDEES WITH REQUEST THAT THEY RETURN IT, UNSIGNED AND UNIDENTIFIED. ANSWERS FROM 20 ATTENDEES FOLLOW:
QUESTION: WAS BRIEFING TOO LONG, TOO SHORT, ABOUT RIGHT?
(0) TOO SHORT; (2) TOO LONG; (18) ABOUT RIGHT.
QUESTION: WAS OVERALL TONE TOO POSITIVE, TOO NEGATIVE, CANDID?
((0) TOO POSITIVE; (2) TOO NEGATIVE; (18) CANDID.
QUESTION: WAS ANY PART OF THE BRIEFING: UNNECESSARY
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FOR YOU?

(1) YES (19) NO.

QUESTION: DID ANY INFORMATION IN BRIEFING DIFFER SIGNIFICANTLY FROM WHAT YOU KNEW BEFORE ARRIVING IN TEHRAN?

(2) YES; (18) NO.

BOTH YES ANSWERS REFER TO CUSTOMS PROBLEMS. WE INCLUDED SEVERAL QUESTIONS WHICH REQUIRED NARRATIVE ANSWERS WHICH ARE NOT SUMMARIZED HERE. ORIGINALS OF QUESTIONNAIRES BEING SENT WITH FINAL AIRGRAM REPORT.

5. STANDARD REPORTING FORMAT FOLLOWS:

(A) NUMBER OF PARTICIPANTS 23
(B) NUMBER OF EXHIBITORS 23
(C) NUMBER OTM EXHIBITORS 5
(D) NUMBER NTM EXHIBITORS 18
(E) TOTAL SALES OFF THE FLOOR 50,000
(F) 12 MONTH PROJECTION 11,862,000
(G) NUMBER OF LEADS OBTAINED 708
(H) REPS APPOINTED DURING SHOW 5
(I) REPS UNDER NEGOTIATION 12

(J) OBJECTIVES ACHIEVED:

FULLY 23

NO 0

PARTIALLY 0

(K) NUMBER OF REGISTERED VISITORS 418

6. COMMENTS FOLLOW:

TOTCO: THE SHOW WAS WELL RUN AND ADMINISTERED

BY THE TRADE CENTER ORGANIZATION.

GOULD INC: THE EXHIBIT WAS EVERYTHING EXPECTED.

WELL ORGANIZED. WE ACCOMPLISHED VIRTUALLY EVERY-
THING WE EXPECTED. THE EXHIBITION WAS PROFESSIONALLY
MANAGED.

ICC INDUSTRIES: WE WERE SATISFIED WITH THE
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ORGANIZATION OF THIS SHOW.

ENDEVCO: POTENTIAL FOR OUR PRODUCTS IS LARGE IN
IRAN. WE EXPECT TO COME BACK. COOPERATION OF
USTC STAFF WAS OUTSTANDING.

PLAS-TOOL: THE SHOW WAS WELL WORTH THE EFFORT

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AND WE APPRECIATE THE WORK DONE BY THE IRAN USTC.
ROSEMOUNT INC: QUALITY OF PERSONNEL ATTENDING SHOW
VERY GOOD.
CARBORUNDUM COMPANY: THINK SHOW GOOD INTRODUCTION
INTO THE MARKET. HAVE MADE SOME GOOD CONTACTS.
WE WERE ONLY COMPANY OF OUR KIND AT THE SHOW. WOULD
BE INTERESTED IN ANOTHER SHOW IF THEY HAD ONE AIMED
AT THE FURNACES AND OPERATIONS IN THE PETROCHEMICAL
REFINING MARKET.
SUPELCO, IN: GOOD EXPOSURE TO PETROCHEMICAL, BUT
DISAPPOINTED THAT PEOPLE IN PHARMACEUTICAL,
BIOCHEMICAL AND ENVIRONMENTAL FIELDS DID NOT ATTEND.
CHEM-MAR INC: PERSONNEL AT TRADE CENTER AND
U.S. EMBASSY MOST HELPFUL...
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DEAN PRODUCT INC: GOOD TRADE SHOW.
CHEMETRON CORP: EXHIBITION WAS VERY WELL ORGANIZED.
STAFF EXTREMELY HELPFUL AND COURTEOUS. TRADE SHOW
PROVIDED A GOOD EXPOSURE TO METHODS OF DOING
BUSINESS IN IRAN. PARTICULARLY HELPFUL TO US
SINCE THERE WAS NO PREVIOUS EXPERIENCE IN THE
MARKET.
TESCOM CORP: THE TRADE SHOW MADE IT POSSIBLE TO MEET
MORE PROSPECTIVE QUALITY VISITORS AND CUSTOMERS
IN ONE WEEK THAN I COULD ACCOMPLISH IN ONE MONTH.
BALL MANUFACTURING: EXHIBITION WAS VERY GOOD AND IRAN
SEEMS TO BE A POTENTIAL MARKET FOR OUR PRODUCTS.
VIKING PUMP DIVISION: VISITORS TO THE BOOTH
REPRESENTED AN EXTREMELY HIGH POTENTIAL.
PERKIN-ELMER INTERNATIONAL: GROWING MARKET THANKS
TO US TRADE CENTER. WE HAD EXCELLENT RESULTS.
MANY THANKS - WE APPRECIATE COOPERATION OF USTC.
DUPONT: SHOW WELL ORGANIZED - ATTENDANCE POOR
COMPARED WITH LARGE POTENTIAL MARKET.
BENTLY NEVADA CORPOARATION: EXHIBITION VERY WELL
ORGANIZED. IT WAS WORTHWHILE TO HAVE ATTENDED.
PROSPECTS VERY ENCOURAGING.
CROUSE-HINDS COMPANY: WELL ORGANIZED. HELPFUL BACK-
UP OF USTC STAFF. WE WOULD AGAIN PARTICIPATE IN
SIMILAR EXHIBITIONS.
FOXBORO COMPANY: THIS EXHIBITION WAS WELL ORGANIZED--
IN RESPECT THAT ALSMOST ALL VISITORS WERE INVOLVED
IN THE FIELD OF CHEMICAL/PETROCHEMICAL PRODUCTION.

BACHARACH INSTRUMENT COMPANY: THE IRAN MARKET SEEMS
VERY GOOD FOR OUR PRODUCTS BUT A GOOD REPRESENTATIVE
IS NECESSARY FOR OUR SUCCESS. WHILE A FEW SEEMINGLY
QUALIFIED COMPANIES VISITED OUR BOOTH, NO REALLY
STRONG CANDIDATE EMERGED. ACTUALLY THERE WAS A
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DISAPPOINTING NUMBER OF PROSPECTS.
SUNDSTRAND: MARKET WILL PICK UP IN NEXT 12 TO
18 MONTHS. TRADE CENTER GAVE EXCELLENT SUPPORT
AND OPPORTUNITY TO EXPOSE PRODUCTS TO MARKET
SECTORS NOT COVERED SO FAR.
BECKMAN INSTRUMENTS INC: EXHIBITION WAS GOOD.
TRADE CENTER STAFF WAS VERY HELPFUL. MARKET
POTENTIAL SEEMS TO BE GOOD.
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